

# Welcome!

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## **Small Biz Resource C O N N E C T I O N S**

**Resource Partner:**

**Greater Baltimore  
SCORE**

**Topic:** Small Business  
Mentors & Resources



April 14, 2023

# **Governor's Office of Small, Minority & Women Business Affairs**

- **Connect small businesses to greater economic opportunities**
- **Oversight, monitoring, and compliance of three state socioeconomic procurement programs across 70 state agencies/departments**
- **Conduct statewide outreach and training programs**
- **Host online resources for small business growth and development**

<https://gomdsmallbiz.maryland.gov>

# Maryland Socioeconomic Procurement Programs

[www.goMDsmallbiz.maryland.gov](http://www.goMDsmallbiz.maryland.gov)

## Small Business Reserve (SBR) Program

- Prime contracting program
- Based on size. State-defined small business eligibility standards apply
- Online certification process (eMMA)

## Minority Business Enterprise (MBE) Program

- Subcontracting program
- Race and gender specific
- Application-based certification process at OMBE under MDOT

## Veteran-Owned Small Business Enterprise (VSBE) Program

- Subcontracting program
- Based on verified Veteran status & size
- Online certification (eMMA) with a 3 Step Process

*MBEs and VSBEs are encouraged to perform as a prime contractor.*

# MEET OUR GUEST SPEAKERS:

## Greater Baltimore SCORE



JEFFREY BRODSKY  
Co-Chair  
Certified Mentor



MAXINE GILL  
Certified Mentor



EDWARD HYATT  
Certified Mentor

# The SCORE Story For the Life of Your Business

SCORE Mentoring and Resources to Support You from Idea to Exit

[score.org](https://score.org)

[greaterbaltimore.score.org](https://greaterbaltimore.score.org)

# With SCORE, you are not alone on your journey



- Since 1964 SCORE has served as America's premier source of free business mentoring and education.
- As a resource partner of the U.S. Small Business Administration (SBA), SCORE volunteers have helped more than 11 million entrepreneurs through mentoring, workshops, and educational resources.



# What is SCORE and how can it help you?

Small businesses need mentoring and educational support to be successful.

SCORE is the most effective source of small business mentoring in the U.S.

Surveys show that small business clients who receive 3+ hours of mentoring report higher revenues and increased business growth.



# Who we've helped

Thanks to our volunteers, in FY22 SCORE helped:



Create 30,453  
new businesses



Create 112,570  
new jobs



# Our Volunteer Corps

Our nationwide network has a diversity of skills and industry knowledge



Who We Are:  
**Over 10,000**  
**Volunteers**  
serving clients in over  
1,500 communities

# Local Experts

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- Local Chapters in Maryland and Washington DC.
- Local knowledge of resources
- Local knowledge of business, industry, and companies.
- Our mentors are local entrepreneurs, corporate managers, executives and business leaders.



# Your Presenters – Jeffrey Brodsky

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- Jeff brings sales and marketing expertise to his SCORE clients.
- His long professional career was focused on Sales and Product Management of products sold to the Hospitality and Food Service Industries.
- After 43 years, Jeff retired and has been a SCORE Mentor for 8 years. He additionally holds a leadership position with SCORE as a Co-Chair of the Greater Baltimore Chapter.



# Your Presenters – Edward Hyatt

- Ed Hyatt is a Certified Public Accountant, and Business Owner.
- He started his career in management for an international accounting firm.
- He went on to own and operate a chain of retail clothing businesses in Central Maryland.
- He continues the entrepreneur mindset as a Federal Retirement Consultant.
- Ed has been a SCORE Mentor for 7 years and holds a leadership position in the Greater Baltimore Chapter.





# Your Presenters – Maxine Gill

- Maxine began her career in a sales & marketing role for a major telecom company and brings 20+ years of sales & marketing expertise to SCORE.
- She developed her entrepreneurial skills by owning, operating and then selling a small business franchise.
- Maxine continues her entrepreneur journey with an active consulting business and a busy realtor business.
- Maxine has been a Certified Mentor with SCORE for 2 years.





# The SCORE Story

We help small businesses by:



Providing free  
business advice  
and mentoring



Offering low or  
no-cost business  
training



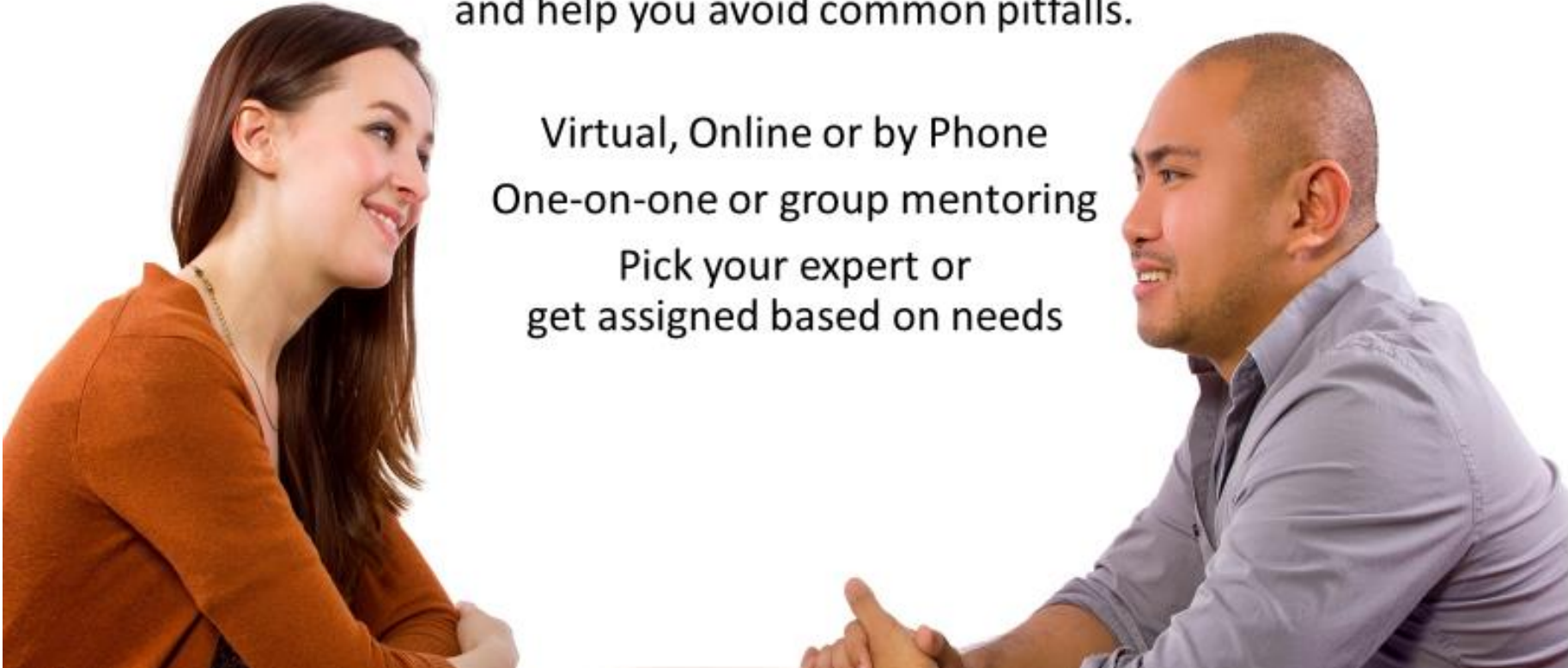
Sharing free  
Business templates  
and resources

# Mentorship

## Personalized Advice

You don't have to do it alone. Your SCORE Mentor can be your sounding board and help you avoid common pitfalls.

Virtual, Online or by Phone  
One-on-one or group mentoring  
Pick your expert or  
get assigned based on needs



# What can I expect?

- Mentors meet one-on-one with clients to answer questions, help them identify goals and next steps, and find resources that they need to get there. Mentors also provide a sounding board for idea exploration.
- The road map that is the heart of mentoring is business planning. We help clients see where they are in the planning process and see what the next steps should be.

# A word About planning

- Why do small businesses fail?
  - Lack cash “cushion” to sustain business.
  - Poor revenue/cost model.
  - Poor marketing strategy:
    - Lack of product uniqueness
    - Not able to connect to customers
  - Poor management/operational control.
- What are these caused by?
  - Lack of Planning!



## **What Planning does:**

- Turns great ideas into great products/services
- Keeps bad ideas from losing you money.

# Planning Options

## Quick Planning

Create a one-page business plan using the Lean Canvas (and reviewing with your mentor.)

## Formal Planning

Create a formal business plan (with support from your mentor)

## Detailed Planning

Create your business structure, marketing plan and financial plan (and meeting with your mentor).

***Business Launch!*** 



# Quick Planning: The Lean Canvas

- A one-page summary with 9 building blocks that define and describe your business concept.

## Quick Planning with the Lean Canvas

### Lean Canvas

<b>Problem</b> Top 3 problems	<b>Solution</b> Top 3 features	<b>Value Proposition</b> Single, clear, compelling message that states why you are different and worth paying attention to	<b>Unfair Advantage</b> Can't be easily copied or bought	<b>Customer Segments</b> Target customers
	<b>Key Metrics</b> Key activities you measure		<b>Channels</b> Path to customers	
<b>Cost Structure</b> Customer acquisition costs Distribution costs Hosting People, etc.			<b>Revenue Streams</b> Revenue model Lifetime value Revenue Gross Margin	

By Ash Maurya

# Formal Business Planning

- Essential in the financing process; helpful even if you don't need outside financing.

## SCORE's Business Plan Template for a Startup Business

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<https://www.score.org/resource/business-plan-template-startup-business>



# Webinars and Workshops

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- A variety of live webinars are available weekly. Most are free. A few have a small charge.
- Go to [greaterbaltimore.score.org](https://greaterbaltimore.score.org) and sign up for our weekly newsletter to get timely notice of offerings.
- Bonus feature – if you can't make the scheduled time, a recording will be sent to you to be viewed at a more convenient time. Ask your mentor!

# Small Business Essentials Series

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1. Creating a Quick Business Plan
2. Setting Up A New Business Entity
3. Marketing Part 1: Developing Your Marketing Plan
4. Marketing Part 2: Promoting Your Business
5. Developing Financial Projections For Your New Business



# Library of Live and Recorded Webinars

- Federal Government Contract: A 2-Part Series
- How To Start A Non-Profit
- Start Selling In Amazon Store
- Securing A Bank Loan: Tips From A Lender
- Franchise Ownership: Is It Right For Me
- How To Build A Good E-Commerce Site



# Business Resources

## . Business Information

- Blogs
- eGuides
- Infographics
- Podcasts
- Videos



# Business Resources



## Free Business Templates

- Business plan templates
- Financial projections spreadsheets
- Checklists

## What's Next

- Sign up for a Mentor: Visit [greaterbaltimore.score.org](https://greaterbaltimore.score.org) and click on “Find a Mentor”.
- Sign up for newsletters from SCORE to see current webinar offerings. Visit [greaterbaltimore.score.org](https://greaterbaltimore.score.org)





# SCORE on Social Media

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- Follow SCORE Mentors for Client Stories.
- SCORE is on Facebook, LinkedIn and YouTube.
- Latest webinar offerings highlighted.
- Read or Watch to see how SCORE mentors work with small business



# Keep Learning

- 2 free webinars every month
- No cost to attend
- Register in advance to receive the participation link
- Download the presenter's slide deck
- Access video recordings of all classes on our YouTube playlist

[goMDsmallbiz.maryland.gov](https://goMDsmallbiz.maryland.gov)





# T.I.P.S. Webinar Series

(Training & Insights for Procurement Success)

**REGISTER NOW**

**Tuesday April 25, 2023**

**10 a.m.**

**The 7 Cs of Good Proposal Writing**

**Thursday, April 27, 2023**

**10 a.m.**

**Maryland's**  
**Contractors' and Subcontractors'**  
**Minority Business Enterprise (MBE)**  
**Rights & Responsibilities**

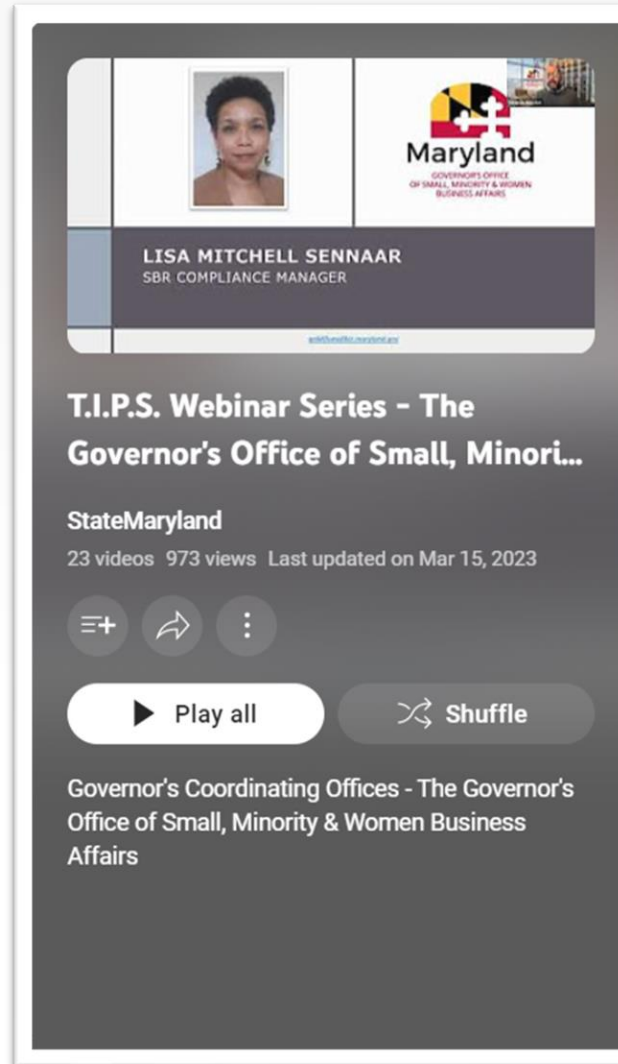
[www.gomdsmbiz.maryland.gov](http://www.gomdsmbiz.maryland.gov)

# Video Playlists

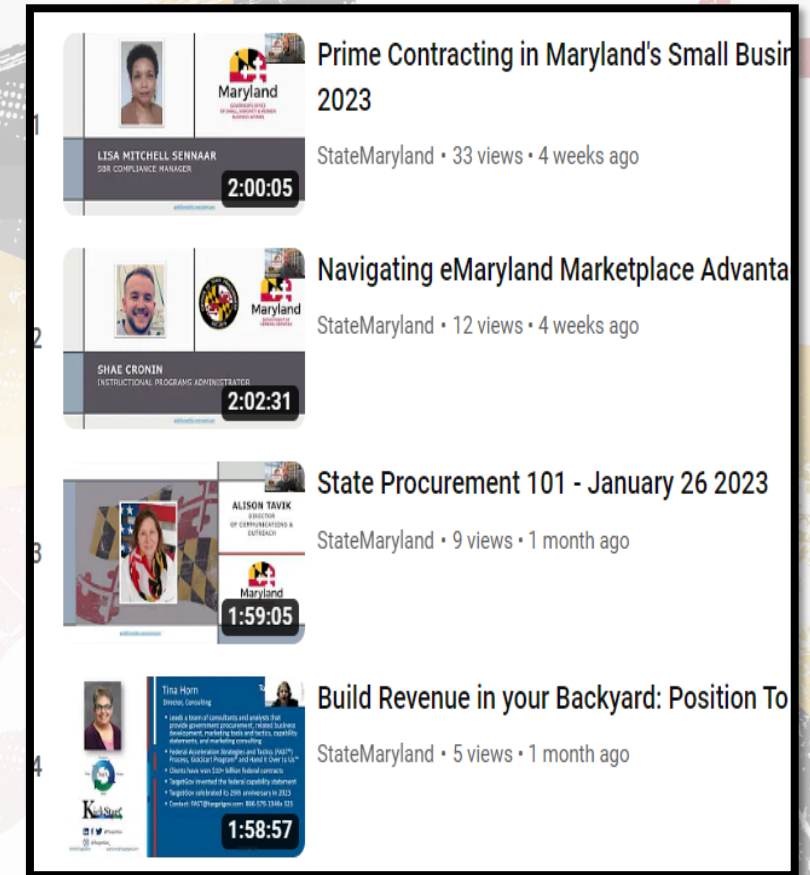
## T.I.P.S. Webinar Series Playlist

<https://www.youtube.com/playlist?list=PLlgoHh4Po1J0W63akD6aGAU8JmT0qzOrX>

[goMDsmallbiz.maryland.gov](http://goMDsmallbiz.maryland.gov)



The image shows a YouTube video player interface for a playlist. At the top, there is a header with a profile picture of Lisa Mitchell Sennaar and the Maryland Governor's Office logo. Below this, the name 'LISA MITCHELL SENNAAR' and title 'SBR COMPLIANCE MANAGER' are displayed. The main title of the playlist is 'T.I.P.S. Webinar Series - The Governor's Office of Small, Minority & Women Business Affairs'. Below the title, it says 'StateMaryland' and '23 videos 973 views Last updated on Mar 15, 2023'. There are icons for adding to a playlist, sharing, and a menu. Below these are buttons for 'Play all' and 'Shuffle'. At the bottom, the description reads: 'Governor's Coordinating Offices - The Governor's Office of Small, Minority & Women Business Affairs'.



The image shows a YouTube video player interface displaying a list of videos. Each video entry includes a thumbnail, the speaker's name and title, the video duration, and the view count and upload time. The videos are:

- Prime Contracting in Maryland's Small Business 2023**  
Speaker: LISA MITCHELL SENNAAR, SBR COMPLIANCE MANAGER  
Duration: 2:00:05  
Views: 33 views • 4 weeks ago
- Navigating eMaryland Marketplace Advantages**  
Speaker: SHAE CRONIN, INSTRUCTIONAL PROGRAM ADMINISTRATOR  
Duration: 2:02:31  
Views: 12 views • 4 weeks ago
- State Procurement 101 - January 26 2023**  
Speaker: ALISON TAVIK, DIRECTOR OF COMMUNICATIONS & OUTREACH  
Duration: 1:59:05  
Views: 9 views • 1 month ago
- Build Revenue in your Backyard: Position To Grow**  
Speaker: Tina Hon, Director, Consulting  
Duration: 1:58:57  
Views: 5 views • 1 month ago

# Resources & Partners

Governor's Office of Small, Minority & Women  
Business Affairs

<https://gomdsmallbiz.maryland.gov/Pages/default.aspx>

Maryland's Office of Minority Business Enterprise  
(OMBE)

<https://www.mdot.maryland.gov/tso/pages/Index.aspx?PageId=90>

Maryland Department of Commerce  
Maryland Financial Incentives for Business

<https://commerce.knack.com/maryland-funding-incentives>

Department of Housing & Community Development  
Business Lending

<https://dhcd.maryland.gov/Business/Pages/default.aspx>

Maryland Procurement Technical Assistance  
Center (PTAC)

<https://www.mdptac.org/>

Maryland Women's Business Center (MWBC)

<https://marylandwbc.org/>

Baltimore-Metro Women's Business Center  
(Balt-Metro WBC)

<https://www.baltmetrowbc.org/>

Maryland Small Business Development Center  
(SBDC)

<https://www.marylandsbdc.org/>

Veterans Business Outreach Center

<https://innovate.umd.edu/resources/vboc>



# Business Services

**Maryland Business Express**

<https://businessexpress.maryland.gov/>

**Maryland Department of Assessments & Taxation**

<https://dat.maryland.gov/businesses/Pages/default.aspx>

**Maryland Department of Labor – Division of Occupational and Professional Licensing**

<https://www.labor.maryland.gov/license/>

**Maryland Department of Labor – Office of Small Business Regulatory Assistance**

<https://www.labor.maryland.gov/osbra/>

**MD Onestop Portal**

<https://onestop.md.gov/>



# Thank You!

[www.goMDsmallbiz.maryland.gov](http://www.goMDsmallbiz.maryland.gov)



**Small Biz Resource  
CONNECTIONS**



For Choosing

# Maryland!



[www.gomdsmbiz.maryland.gov](http://www.gomdsmbiz.maryland.gov)